

RUBEROID



REGISTERED
TRADE MARK
T
to
C
class of
No
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except
Trade

RUBEROID ROOFS



Telephone :
HOLBORN 3001.
(2 lines)

Codes :
A.B.C. 5th Edition.
BENTLEY'S

Inland Telegrams :
RUBEROID. PHONE. LONDON

Foreign Telegrams :
RUBEROID. LONDON

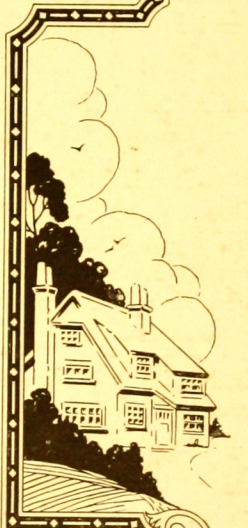
Branches :

3 St. Nicholas Buildings
NEWCASTLE-ON-TYNE

33 Blackfriars Street
MANCHESTER

66½ Corporation Street
BIRMINGHAM

37 Assembly Street, LEITH
1 Aston's Place, DUBLIN



WARNING

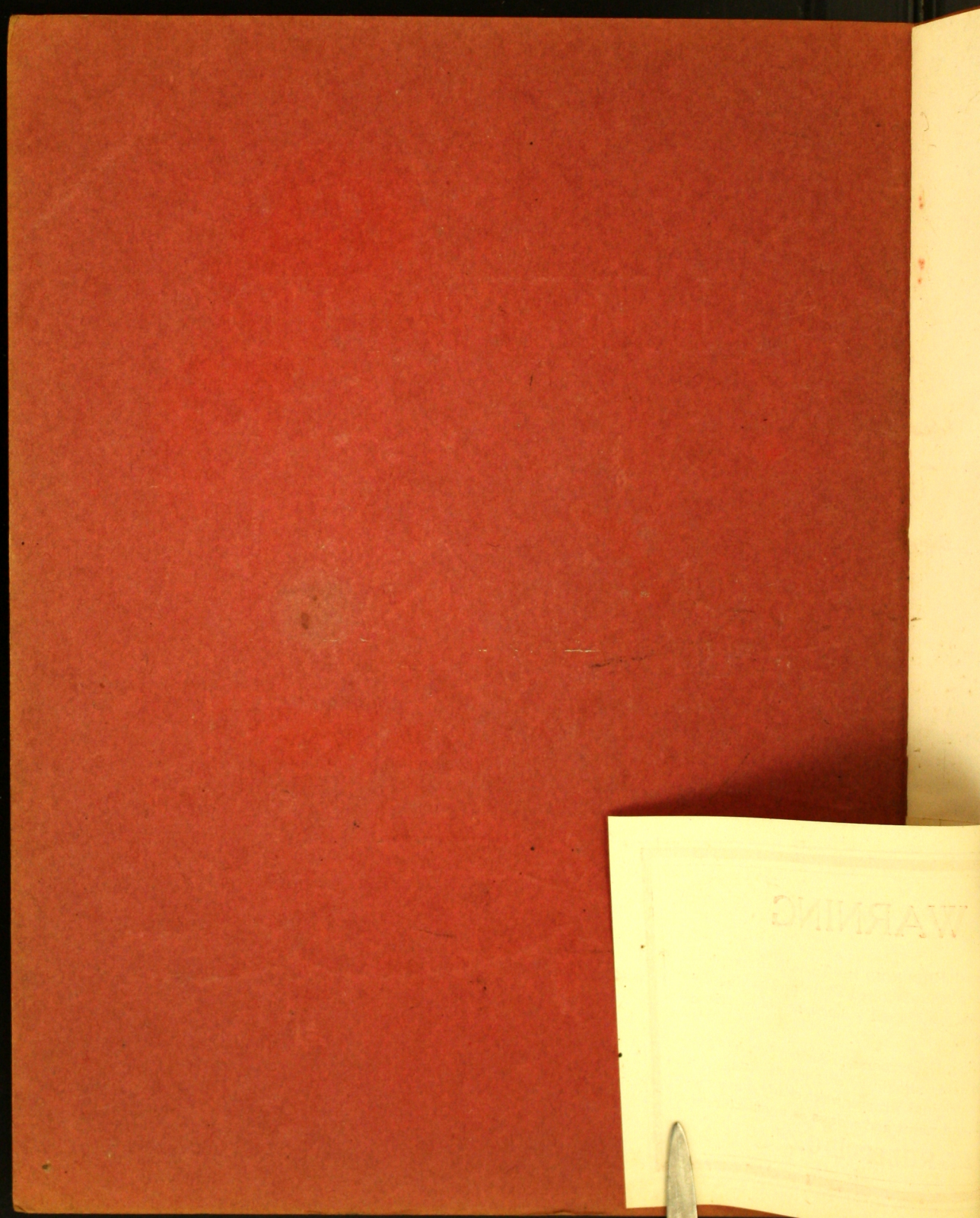


THE word RUBEROID is a Trade Mark, applying to goods manufactured solely by The Ruberoid Co., Ltd., and is not a description of a style or class of goods.

No Roofing, Dampcourse, or Sarking Felt, bituminous or otherwise, should be accepted as RUBEROID except in our original wrapper which clearly shows our Trade Mark and name and address as manufacturers.

The RUBEROID Co Ltd

EX
Co Ltd
ORN



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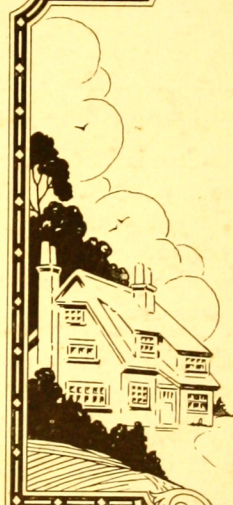
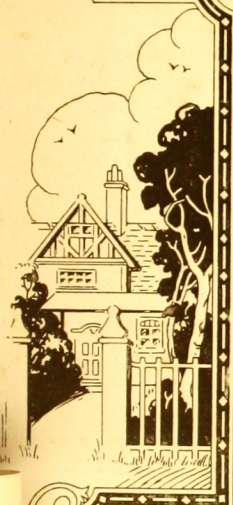
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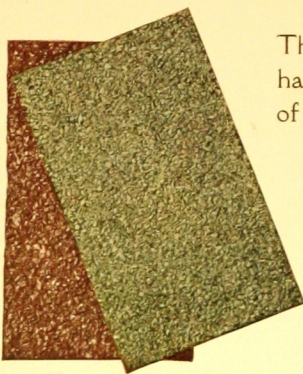
Factory:
BRIMSDOWN, MIDDLESEX

The RUBEROID Co *Ltd*

LINCOLN HOUSE
296-302 HIGH HOLBORN
LONDON, W.C.1



SLATE SURFACED RUBEROID.



Samples of RED and GREEN SLATE SURFACED RUBEROID, showing colour and texture.

The production of Slate Surfaced Ruberoid Roofings has successfully combined the most important attributes of a roofing—enduring quality, unique and attractive appearance, economy in material, fire resistance, and low cost of application.

The durability of Ruberoid has been proven by over thirty years' use in all parts of the world, and on all classes of buildings. The crushed natural slate rolled evenly and firmly into the surface gives a pleasing roof tint and surface texture, enhancing the appearance of any building, and blending harmoniously with all surroundings. There is no other roofing offering

the same ornamental effect at such a low price.

Proof against the sun's heat, sea air and fumes, weatherproof in the most exposed positions, non-conducting, reliable under all conditions.

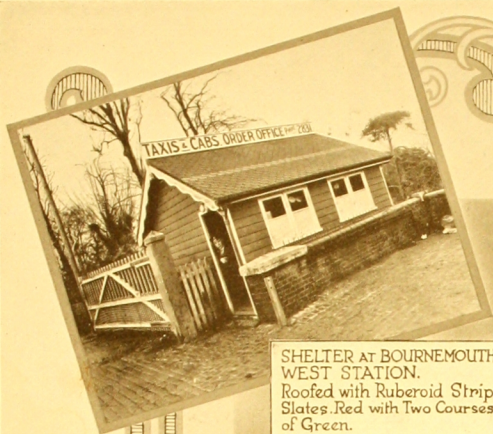
Slate Surfaced Ruberoid Roofings are recommended for farm buildings, garages, garden pavilions, sports and pier pavilions, bungalows and pleasure buildings and generally where a roofing of low cost, yet in good taste, is essential.

Ruberoid can be laid on roofs of any pitch, on roofs of any shape and any size, and is equally efficient whether laid on boards or concrete.

Produced in two colours, Venetian Red and Sage Green. The colours are of course permanent and do not fade.

Packed in rolls of 108 sq. ft., being sufficient to cover 100 sq. ft. of roof surface. There are 36 lineal feet, three feet wide, in each roll. The prices quoted include for galvanized clout nails and Ruberoid cement for fixing





SHELTER AT BOURNEMOUTH
WEST STATION.
Roofed with Ruberoid Strip
Slates Red with Two Courses
of Green.



BUNGALOW
FAIRFIELD ROAD
DERBY.
Roofed with 200
yds. Green Slate
Surfaced Ruberoid

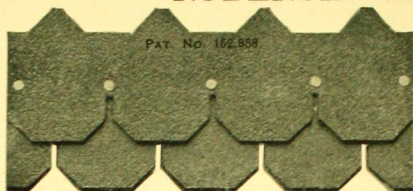


RESIDENCE AT YEOVILLE
JOHANNESBURG.
Roofed with Red Ruberoid.



COVERED TENNIS COURTS AT
QUEENS CLUB, KENSINGTON
LONDON, S.W.
Roofed with 900 yds. Green
Slate Surfaced Ruberoid

RUBEROID STRIP SLATES.



A RUBEROID STRIP SLATE $33\frac{1}{2}$ ins. by 11 ins.; 110 Strips will cover 100 square feet.

Ruberoid Strip Slates are fashioned from Slate Surfaced Ruberoid and provide the same broken surface and pleasing appearance as an ordinary slate or tile.

The Ruberoid Strip Slate has, however, the great advantages of light weight and rapidity of fixing. Four slates in one, they can be fixed quicker than an ordinary slate. No trimming or punching is needed—no breakages are possible—no slates can slip or crack. Each slate is strengthened by the strength of its neighbour.

Beauty of line and colour is characteristic of a roof finished with Ruberoid Strip Slates. The octagonal form breaks the roof surface into the horizontal, vertical and diagonal lines, which augment the thickness of the slates and impart a solid appearance to the roof.

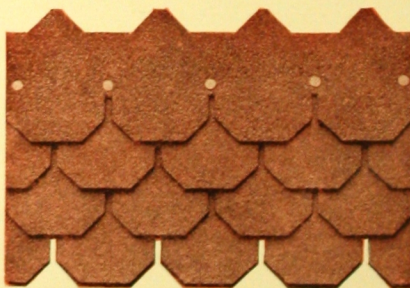
Ruberoid Strip Slates are supplied in the same two attractive colours as Slate Surfaced Ruberoid—a Sage Green and a Venetian Red—colours pleasing to the most exacting eye—never fading, never requiring renewal.

Ruberoid Strip Slates require to be laid on close boarding, and to the same pitch as ordinary slates. We do not guarantee roofs if laid on slating battens.

Ruberoid Slates are easy to lay—no expert labour is required. Chalk-marking is unnecessary. The butts of each row are spaced automatically by laying in line with the cut-outs of the row beneath.

Five nails are used to fasten each strip. When driven in place they will also secure the strip below, so that each strip will actually be held by at least nine nails. This means great security.

Various patterns can be obtained by combining the colours.



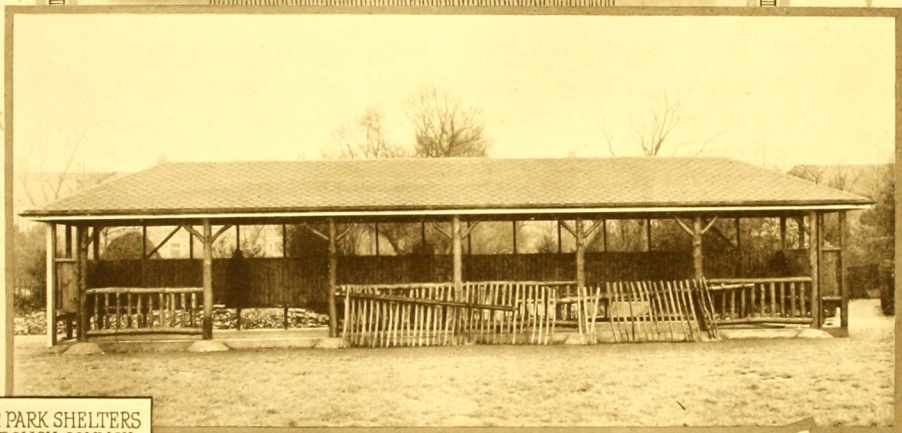
RUBEROID STRIP SLATES, showing effect when laid.



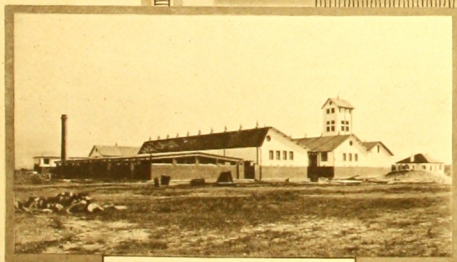
TOBACCO WAREHOUSE OF THE
PORT OF BRISTOL DOCKS COMMITTEE
Roofed with 2,200 yds Ruberoid
Built-up roof (2 layers)



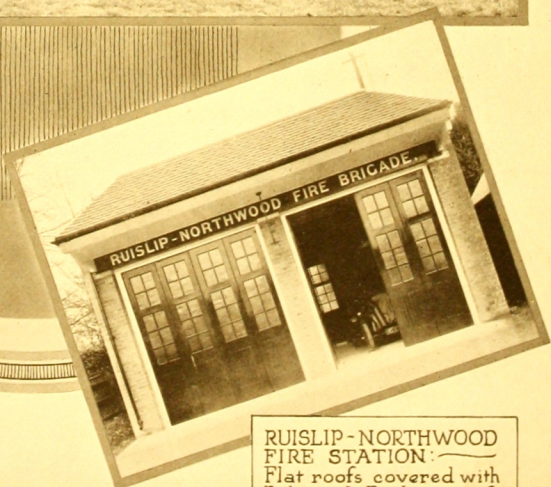
GARAGE, EDINBURGH
Roofed with Green
Ruberoid Strip Slates



ONE OF FOUR PARK SHELTERS
FOR THE BOROUGH COUNCIL
OF EAST HAM.
Roofed with Red Ruberoid
Strip Slates.



MUNICIPAL ABBATOIRS,
CAPE TOWN, SOUTH AFRICA
Sloping Concrete Roofs
covered entirely with
Grey Ruberoid Roofing



RUISLIP-NORTHWOOD
FIRE STATION:
Flat roofs covered with
Ruberoid Built-up roof.

STANDARD RUBEROID ROOFING



Examples of Ruberoid Roofs can be seen in practically every town in the world. It is specified by the world's leading Architects and Engineers for the roofing of Factories, Works, Warehouses, Dock and Railway, and all Agricultural, Commercial and Residential buildings.

Ruberoid is especially adapted for use on industrial buildings. It is suited to the peculiar conditions involved in the roofing of large surfaces. It is also proof against vibration and heat, dust-proof, fume-proof, readily taken up and re-laid, can be easily made good if the roof is cut through for alteration, and can be kept in good order by the factory staff.

Large workshops and warehouses are more easily heated and ventilated, for Ruberoid roofs being airtight, prevent loss of heat and simplify the problem of efficient ventilation.

For farm and plantation work at home and in the Colonies, Ruberoid has been always appreciated. It is light and portable—a roll of 216 square feet does not weigh more than 1 cwt. Easily and quickly applied on any kind of building, it gives economical yet adequate protection to produce and live stock of all kinds. It is particularly advantageous on account of its non-conducting and non-sweating properties protecting stock against extremes of heat, and frost.

Low in cost, great in lasting qualities, adaptable to all the requirements of modern building, it is practically the only roofing which can be employed for the covering of the entire roof surface of any building and any shape of roof, including all flashings, gutters and roofing connections.

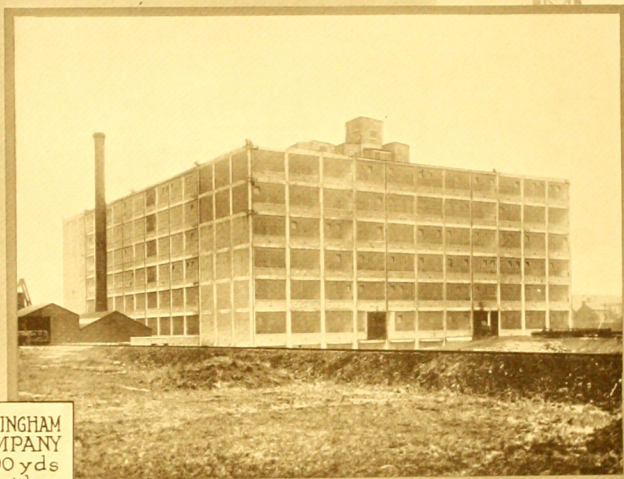
Equally serviceable on flat or pitched roofs, it is undoubtedly the most economical and reliable form of flat roofing. It is recognised everywhere as the highest standard of roofing



GREY STANDARD RUBEROID, showing veined or smooth finish.



MARGATE CORPORATION
BATHING CHALETs:~
Roofed with Red Slate
Surfaced Ruberoid.



FACTORY OF THE BIRMINGHAM
SMALL ARMS COMPANY
Roofed with 6,000 yds
3ply Grey Ruberoid on
Concrete.



GARAGE OF THE DEVON GENERAL
OMNIBUS & TOURING CO. LTD EXETER
Roofed with 2 ply Grey
Ruberoid.



STUDENTS QUARTERS
THEOSOPHICAL SOCIETY,
ADYAR NEAR MADRAS INDIA
Roofed entirely with grey
Ruberoid.

efficiency, and, although greatly imitated, is never equalled, being manufactured to a standard of quality and not with a view to producing a "cheap" roofing.

Ruberoid is proof against time, weather and extremes of heat or cold, strongly resistant to the fumes of acids and alkalies, proof against sea air, it does not rust or corrode.

In addition to Grey, Standard Ruberoid Roofings are also manufactured with permanent colours, Red and Green. These colours only fully develop when the roofing has been exposed to the weather for a month or so, when they assume a warm red and a true copper green, deeper in tone than Slate Surfaced Ruberoid. The colours do not require renewing, but improve as they weather.

These Roofings are to be strongly recommended for use on all buildings requiring an attractive roof which will be in keeping with the most picturesque setting. Particularly suitable when the low pitch of the roof prevents the use of Ruberoid Slates.

The lighter weights of Ruberoid form excellent linings to roofs and sides of buildings. Absolutely rot and waterproof, Ruberoid can be stretched across rafters, dispensing with boarding, forming an auxiliary roof, which not only assists in maintaining an even temperature, but excludes wet, draughts and dust. Ruberoid is a cheaper and better roof lining than boards.

Made in four weights or thicknesses, in rolls of 216 square feet, 36 inches wide:

Ex. Light ($\frac{1}{2}$ -ply) . . .	45 lbs.
Light (1-ply) . . .	60 lbs.
Medium (2-ply) . . .	85 lbs.
Heavy (3-ply) . . .	100 lbs.

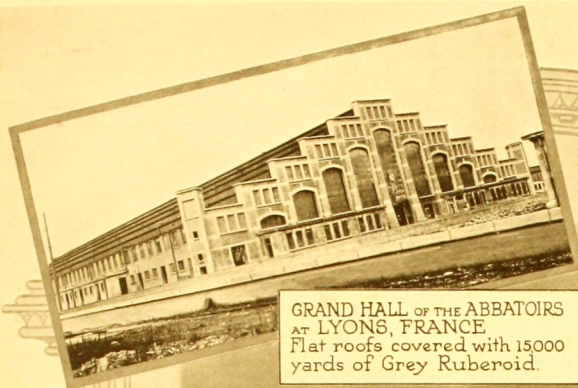
Fixed in one or more layers, Ruberoid can be economically employed on the smallest or largest buildings, whether temporary or permanent.



RED and GREEN STANDARD RUBEROID,
showing colour and finish.

TRANSIT SHED
AT HAVRE
Covered with
Grey Ruberoid

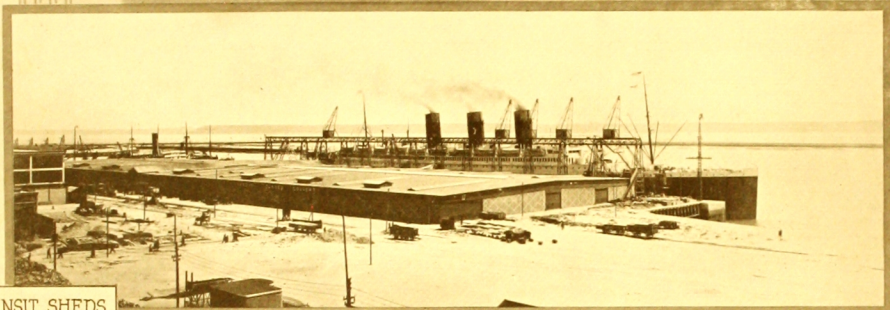
FARM BUILDING
ABERDEEN
Roofed with
Grey Ruberoid



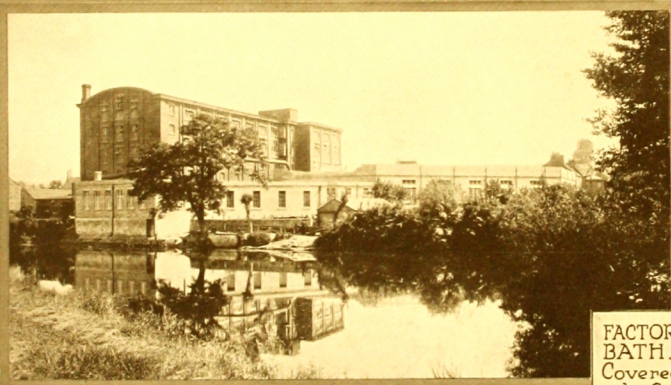
GRAND HALL OF THE ABBATOIRS
AT LYONS, FRANCE
Flat roofs covered with 15,000
yards of Grey Ruberoid.



IVY BANK SANATORIUM
DEVON
Roofed with Red Ruberoid,
sides covered with green
Ruberoid.



TRANSIT SHEDS
AT HAVRE
Covered with
Grey Ruberoid



FACTORY, TIVERTON,
BATH.
Covered with 3,000
yds. Grey Ruberoid.



FARM BUILDINGS
ABERDEENSHIRE
Roofed with 2 ply
Grey Ruberoid.

WHAT THE ACTUAL USER THINKS. *A few Unsolicited Testimonials.*

The Tower, Higher Heath,
Whitchurch, Shropshire.
21st Sept., 1919.

Dear Sirs,

Has the price of Ruberoid remained the same? I had some of your Ruberoid nearly 13 years ago, and it is still good

Yours truly,
(Signed) GILBERT R. SMITH.

A. S. MANNING, M.A., Architect.

Esthlon, Newmarket.
16th April, 1921.

Dear Sirs,

I have had Ruberoid Roofing on buildings, and am very pleased to say that it has been most satisfactory; it has been on about 15 years.

Yours very truly,
(Signed) A. S. MANNING.

ARTHUR E. STAMP.

93 Guildford Street, Chertsey.
May 25th, 1923.

It will interest you to know that I had some of your Ruberoid fixed to some buildings 12 years ago, no attention has been given since, and the roofs are as good now as when put on.

That is the reason I recommend your products.

(Signed) A. E. STAMP.

F. P. TREPASS & SON, Architects & Surveyors.

1 Church Street, Warwick.
6th November, 1916.

Dear Sir,

There has been a fire at this place, and I think it was due to your Ruberoid Roof that it was not completely demolished.

Will you kindly let me know per return your price per yard, laid complete.

Yours faithfully,
(Signed) FRANCIS P. TREPASS.

HENRY COLMAN & SONS, Contractors.

Avenue Terrace and Clifton Green, York.
25th May, 1923.

Dear Sirs,

We have been users of Ruberoid Roofing on flat and pitch roofs for a considerable time, and have always found them an efficient roofing. We covered in an Isolation Hospital roof (flat) 15 years ago with 3-ply Grey, and we have yet to place on record the first leakage, notwithstanding the fact that it has received no treatment whatever since it was laid.

RICHARDSON & CRUDDAS, Bombay.

6th October, 1922.

Dear Sirs,

With reference to your letter, No. 732, of 3rd instant, we have laid Ruberoid on the flat roofs of our Office buildings, as well as on our Staff quarters with very satisfactory results. We have had several heavy monsoons, and no leaks have occurred. A point in favour of Ruberoid is that it can be easily laid, and we found it required very little expert labour.

Yours faithfully,
(Signed) RICHARDSON & CRUDDAS

WIGHTMAN MOUNTAIN & ANDERSON
PRINTERS
31 & 33 VICTORIA STREET, S.W.A.